

BIG FALL OPENING SALE

Unusual Bargains, Cut Prices. September 25th to October 6th

Ten Days Special Showing.

Latest Parisian Fashions.

Ladies Tailored Suits.

Tailored Coats, Tailored Skirts.

Millinery in Endless Variety. Or Expertly Trimmed to Order

Every Department of this Big Store Filled to Overflowing With the Season's Latest Goods. Qualities the Best, Prices Lowest.

Everything Must Please or the Money Cheerfully Returned.

PIERCE'S

The Dry Goods and Shoe Store
Everything To Wear, Save The Difference

PIERCE'S

BIG SANDY NEWS.

Friday, September 25, 1914.

Fresh line of Paint at Snyder's.
QUALITY SHOES Cost No More at
PIERCE'S. tf-9-11

SEWING—by Mrs. C. F. Rice, Perry
street, Louisa, Ky. tf-9-11

Mrs. Josie Rice is assisting with the
work in the postoffice.

For the Latest Patterns in Fall Dress
Goods go to Burton's Store. tf-9-4

BETTER SHOES, Lower Prices, at
PIERCE'S. tf-9-11

BEST SHOES are Cheapest at
PIERCE'S. tf-9-11

SHOES of Everykind for Everybody
cost less at PIERCE'S. tf-9-11

Watches and Clocks properly repaired
and guaranteed by Atkins &
Vaughan. tf-9-9

FOR SALE—Choice New Rye and
Winter Oats at my farm. JAY B.
NORTHUP. tf-9-11

Jack Mounts, Jr., has purchased the
N. C. Williams farm at Blaine, this
county, for \$4,000.

F. H. Moore, of Cherokee, was in
Louisa Monday. His health is con-
siderably improved.

For Fire Insurance in an Old Line
company see G. R. Burgess at the
Louisa National Bank. tf-9-6

Mrs. G. W. Skaggs is dangerously ill
at her home on Look avenue. Her
children are now with her.

Go to A. L. Burton for the Famous
Town Talk Flour and Fresh Groceries.
We live and let live. tf-9-4

We were glad to see Mr. Landon
Carter in town Monday. His health
has been poor for some time.

Several from this place attended the
footwashing meeting last Sunday at
the Buile Branch Baptist Church.

Engraving neatly done on jewelry
and silverware at Atkins & Vaughan's,
the only engravers in town. tf-9-9

Mrs. W. M. Justice has returned
from the city, where she has been to
complete her new fall line of mer-
chandise.

Rev. H. B. Hewlett has added much
to the improvement of his new home
on Look avenue by a fence and con-
crete walks.

J. H. Preston and C. B. Crutcher,
comprising the firm of the Louisa
Contract Company, left Monday for
Richmond, Va.

Mrs. Russell Kirk, of Inez, who has
been in Riverview hospital for treat-
ment, is able to be out, and has re-
turned to her home.

The weather will make it necessary
for you to buy stoves very soon. Don't
forget to call and see our line. Snyder
Hardware Co., Louisa, Ky. tf-9-25

Have your eyes tested and glasses
fitted at Atkins & Vaughan's store.
Competent optician is there every Sat-
urday from 8 a. m. to 3 p. m. tf-9-9

All the new Fall and Winter styles
in Ladies and Misses Headwear, Suits,
Wraps, one-piece Dresses, and Skirts
now on display at Justice's Store. 9-25

Ex-Sheriff John H. Carter has gone
to Pence Springs, W. Va., for the bene-
fit of his health. He has been sick
with stomach trouble for two or three
weeks.

Caroline, the little daughter of Mrs.
Carrie Snyder Burns, has been dan-
gerously ill of pneumonia for several
days. At this time she is apparently
better.

G. W. Castle, of Louisa, one of the
best known and most popular revenue
men in the mountains, was here and in
the county this week.—Whitesburg
Eagle.

P. S. Fannin expects to spend the
winter months in Florida, leaving for
that point some time in November.
Mr. Fannin's health during last win-
ter became quite alarming and he has
decided to sojourn in a warmer clime
for the coming winter.—Cattletts-
burg Item.

LOOK LADIES! A. L. Burton has
just received a large and up-to-date
line of Dry Goods. Don't buy until
you see this complete line. tf-9-4

The Pinnacle Concert Company at
Eldorado Theater Monday evening was
a very high class affair and all the
numbers were well received by the
audience.

Mr. John Ekers, of Yateville, was in
Louisa Wednesday and called at the
NEWS office. He is the father of John
H. Ekers, our county school superin-
tendent.

M. C. Kirk and wife were here re-
cently on their way to Cincinnati to
buy furnishings for their handsome
new residence just completed at
Paintsville.

Mrs. Arthur Schmauch, of Riceville,
Johnson county, was granted a \$2.00
prize in the fronton, O., carnival mas-
querade Saturday night for being the
most ludicrously dressed person there.

The primary department of Sandy
Valley Seminary is doing excellent
work and much interest is being taken
by the little folks. Mrs. Gay Atkinson
has this department in charge.—Paint-
sville Item.

Watt Blair, of Paintsville, who had
his eye badly injured about a month
ago, with a blow from a sick, Satur-
day had it removed in order to save
his other eye. He is getting along
nicely.

Mr. Alford Boyd was in Louisa last
Tuesday returning to his home at
Standard, W. Va. He had been to
Nata Creek, where he was called by
the death of his aged father, Hugh
Boyd.

Rev. and Mrs. B. M. Keith returned
home Monday from a brief vacation
taken after conference. The people of
Louisa welcome them back and hope
they will have a pleasant and profit-
able year.

Senator John J. Johnson, one of
Jenkins' best business men, was over
Monday viewing old Whitesburg. Mr.
Johnson knows no air ever blew sweet-
er than the gentle zephyrs that float
over our hilltops.—Whitesburg Eagle.

J. Isralsky has moved his store into
F. H. Yates' building on the corner
near the postoffice. The building has
been thoroughly remodeled and Jake
is prepared to take care of your needs
as usual.

Mrs. W. M. Justice has with her for
trimmer Miss Lauretta Cassidy, who
has just returned from Cincinnati,
where she has been for the past few
weeks learning the new styles in mil-
linery. tf-9-11

Those who want to get a good idea
of the causes of the European war and
enough history to make the situation
clear, should read the article published
on page seven of this issue of the
NEWS.

Mr. R. T. Gentry is able to be out,
having been laid up several days suf-
fering from bruises received when his
horse fell with him last Thursday on
the Rockcastle road. Mrs. Gentry and
little daughter, Virginia, returned Sat-
urday from Lexington. They had been
visiting relatives there and in Indiana.

Miss Elizabeth Lester went to Gal-
lip Monday to resume her work as
teacher in the schools there. The
schools had been closed two weeks on
account of typhoid fever in the dis-
trict. Miss Lester returned to her
home here Tuesday, as it was decided
to wait two weeks longer or until
October 5th to begin.

MISSIONARY CONFERENCE OF ASHLAND DISTRICT.

The Ashland District Missionary
Conference of the M. E. Church South
will be held in Paintsville October 6th
and 7th. We expect representatives
from each division in the district—
Adult, Young People's and Juniors.
MRS. B. M. KEITH, Sec.

NOTICE!

All persons owing us for merchan-
dise on account are hereby requested
to settle same promptly on or before
November 1, 1914. After that date we
will sell for cash and produce only. All
systems of accounts have proven bur-
densome and profitless. We sincerely
thank those friends and customers who
have always paid us promptly and will
have a cash proposition that should
appeal to all. M. F. SWETNAM &
SON, Wilbur, Ky. 7-10-30

THE ROBERT D. CALLAHAN SCHOOL

Will Open in Louisa in Masonic Hall
Monday, September 28th.

Courses of Study—Primary, Com-
mon School, High School, Normal.

Text-Books—The adopted text-
books for the State of Kentucky will
be used.

This school believes in work, will
practice it, and spend little time on
vacations. There will be brief vaca-
tions at the two national festivals—
Thanksgiving and Christmas.

The Robert D. Callahan School is
entering a broad field and means to do
its best to fill its mission.

We have the best location in all this
section. The ultimate aim toward
which we are moving is a great col-
lege, where youth may prepare to make
a living and to live; may learn the
arts and gain knowledge for the trades
of the industrial world; where head,
hand and heart may be developed in
harmony; where the ornamental will
not be neglected and where the useful
shall receive special attention.

In short, our vision of this school in
the future is a college that will equip
our youth to supply the brain as well
as the muscle needed to develop this
wonderful region and live lives that
will be an inspiration to others.

The following are our specialties.
Whoever does not know them is still
uneducated, however much of "French",
"Latin", "Science" or "Art" he or she
may have attempted in "college" or
"university". They are needed every
day in life; lack of them has given so-
called higher education a black eye in
the popular mind. Higher education
is a fine thing if it has these subjects
to stand on: Spelling, Reading, Writ-
ing, Language, English Literature,
The Bible, Arithmetic. We hope to
receive a liberal patronage. For rates
of tuition, board, etc., call on or address
J. B. McCLURE, Principal, Louisa, Ky.
(adv.)

STORE BUILDING FOR RENT.

The four building in Louisa has been
painted and put into good condition
and is offered for rent. Plenty of room
for any kind of business. Good light,
good show windows, plenty of shelv-
ing and tables. Write or call on A. J.
LOAR, Huntington, W. Va. tf-9-11

M. E. CHURCH SOUTH.

Sunday School at 9:00 a. m.
Preaching services at 10:30 a. m.
and 7:00 p. m. Morning Subject:
"The Relation of the Pastor and Mem-
bers." Evening: "The Christian Busi-
ness Man." All the members are re-
quested to be present at the first serv-
ice of the new conference year.

Junior League at 2:30 p. m.
Senior League at 6:00 p. m. Mrs.
H. C. Sullivan leader.

The Junior Missionary Society will
meet at the home of Nancy Land next
Saturday at 2:00 p. m. The Young
People's Society at the home of Miss
Lucile Sullivan at 2:30 p. m. Every
member is requested to be present.

B. M. KEITH, Pastor.

"Fifty odd years ago I rode horse-
back from Pikeville through by Shelby
Creek up Elkhorn through Pound Gap
and so on to Richmond, Va.," said
Capt. F. F. Freese, of Louisa, on the
L. & E. down train this morning.
"Yesterday I drove up Elkhorn through
the bustling city of Jenkins and saw
in the distance old 'Raven Rock' and
Pound Gap, with the splendid business
buildings and modern residence along
the valley. I was filled with pride for
our native mountains," he continued.
Capt. Freese on the memorable trip
accompanied Mrs. John Dils, of Pike-
ville, who went to Richmond to re-
lease her husband then confined in the
famous Libby prison. Capt. Freese
spent a few hours in town today and
expresses himself delighted with the
hospitality of Whitesburg. Capt. Freese
is State Game and Fish Warden.—
Whitesburg Eagle.

ASHLAND PEOPLE SAFE.

Mrs. Cherrington, widow of Thomas
Cherrington, and Miss Isabelle Seaton,
daughter of W. B. Seaton, president of
the Ashland Coal & Iron Works, ar-
rived in New York Friday morning on
the steamer Patria. They were strand-
ed in Lucerne for some weeks. They
took the steamer at Marseilles, but
came without baggage, as, just before
the war broke out, they sent their
trunks on to Paris.—Ashland Item.

PERSONAL MENTION.

J. H. Preston was in Richmond, Va.,
this week.

Gail Price, of Paintsville, was in
Louisa Friday.

Ira Bernard, of Cloverport, was in
Louisa this week.

Lafe and Green Hays, of Charley,
were in Louisa Monday.

C. S. Thompson, of Adams, was a
visitor in Louisa Monday.

Dr. M. G. Watson was here from
Huntington Monday morning.

Master John Chase Hatcher, of Kil-
gore, is attending school here.

Chas. T. Vaughan, of Kenova, W. Va.,
visited Louisa relatives Wednesday.

Miss Irene Watts, of Sulphur, Okla.,
has been visiting Mrs. James Vinson.

Mr. and Mrs. John M. Elswick, of
East Fork, were visiting here Monday.

G. R. Vinson attended the Bankers'
Association meeting at Lexington this
week.

Mr. Russell Derrick, of Bluefield, W.
Va., visited Mr. and Mrs. W. D. Pierce
last week.

Miss Nora Sammons, who is teach-
ing school on Rockcastle, visited home
folks Sunday.

Mrs. Wm. Justice has returned from
Cincinnati and a visit to her sister,
Mrs. Compton, in Portsmouth.

Miss Louise Crutcher came home
Thursday after a several weeks' visit
to relatives in Holden and Huntington,
W. Va.

O. J. Graham, of Ellen, was in town
Monday. His wife and two children
are guests of Mr. and Mrs. H. B.
Hewlett.

Miss Mary Smith arrived Tuesday
for a visit to her sister, Miss Alice
Smith. She has just returned from a
trip abroad.

Miss Emma Wallace has gone to
Illinois for a visit to friends, and will
visit Mrs. Homer A. Scholze, at Steu-
benville, Ohio, before returning home.

Miss Eliza Pierce left Sunday for
Cincinnati where she is attending
school. She was accompanied by her
father, W. D. Pierce, who returned
Tuesday.

Attorney John Meek and family
came over from Huntington in their
automobile Saturday and were guests
of Mr. and Mrs. B. J. Chaffin. On
Sunday, accompanied by Mr. Chaffin
and family, they went to the old Meek
home near Busseyville and spent the
day.

CECIL WELLMAN INJURED BY TRAIN AT CATLETTSBURG.

Ashland Independent:—As Cecil
Wellman, of Louisa, attempted to hop
the Big Sandy passenger train just
below Hampton station last Monday
afternoon, he lost his hold and was
dragged some distance along the track
before the train could be stopped. He
was in company with two boys who
also had hopped the moving train.
When they discovered the accident of
their companion, assistance was sum-
moned.

Young Wellman is said to be suf-
fering precarious injuries, concussion
of the brain being feared by the at-
tending physician. He was removed
to the hotel of Jas. Wellman, who is
an uncle of the injured man, and to-
day was taken to his home in Louisa.

His condition is now considered very
serious.

DEATH OF MRS. ZED ATKINS.

Mrs. Zed Atkins died on the 19th at
Tuscola, this county, of tuberculosis.
The interment was made in the Jordan
burial grounds. For four months Mr.
and Mrs. Atkins had lived in a tent on
the farm of the latter's brother, Mr. H.
A. Jordan. This was done in the hope
of restoring her to health, or at least
prolonging her life. Mr. Atkins had
been in the grocery business in Cin-
cinnati for several years, but gave up
the business to devote all his time to
the comfort of his afflicted wife. He
will return to Cincinnati and again
engage in business.

Mr. Atkins desires to express his
deep gratitude to the many persons
who aided and comforted him and his
wife during the past few months.

Atkins & Vaughan

(SUCCESSORS TO M. F. CONLEY)

Jewelry, Stationery, Books, Musical

Instruments and Anything You

Need in School Supplies

A First Class OPTICIAN is at our
store EVERY SATURDAY from
8 a. m. until 3 p. m. to test eyes
and fit glasses : : : :

We Make Bad Watches

Keep Good Time.

ENGRAVING DONE CHEAP

MORE SILOS IN LAWRENCE.

James H. Woods and V. B. Short-
ridge have each built two silos on their
farms on East Fork. They have also
purchased, in conjunction with Jeff
Collinsworth, the necessary machinery
for preparing the corn and other pro-
ducts for the silo. This indicates that
Lawrence county farmers are getting
a progressive move on them.

ASHLAND MAN INDICTED.

Ashland, Ky., Sept. 18.—The grand
jury this afternoon returned 17 indict-
ments against Joe S. Head, Jr., cash-
ier of the Citizens Bank and Trust Co.
One indictment charges perjury, eight
charge that Head made false entries,
and eight allege embezzlement. The
amount alleged to have been embez-
zled is \$35,692.55.

When You Come to the Big Fair

You will find my store on the

Corner Nearest the Postoffice

Opposite Brunswick Hotel

A Feast of Bargains for You.

I will be glad to see you

Jake the Jew

LOUISA, KENTUCKY.

Automobile Service In Louisa

Meet all N. & W. trains day and night.

Pleasure trips at all hours.

For information call

C. D. McLaughlin
at the Louisa Inn